

Message Text

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SUBJECT: NISSAN ESTABLISHES OWN TRADING COMPANY TO
. IMPORT AUTOMOTIVE PARTS AND COMPONENTS

REF: (A) TOKYO A-070, (B) USDOC 7280

SUMMARY: JAPANESE AUTOMOTIVE INDUSTRY IS MAKING
SERIOUS ATTEMPT TO INCREASE ITS OVERSEAS SOURCING.
NISSAN MOTOR CO. HAS SET UP ITS OWN TRADING COMPANY
TO HANDLE IMPORT OF AUTOMOTIVE PARTS AND HAS ANNOUNCED
PURCHASE OF \$300,000 OF HEADLAMPS FROM GM TO
BE INSTALLED ON 40,000 U.S. BOUND DATSUNS. EMBOFF
PLANS MEET WITH TRADING COMPANY OFFICIALS IN NEAR
FUTURE TO ASCERTAIN THEIR IDEAS AS TO WHAT TYPES
OF AUTOMOTIVE PARTS MANUFACTURERS MIGHT BE
INCLUDED IN OCTOBER U.S. EXPORT DEVELOPMENT MISSIONS.
END SUMMARY.

1. THE JAPANESE AUTO INDUSTRY IS MAKING A SERIOUS
ATTEMPT TO INCREASE ITS OVERSEAS SOURCING. FOR
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EXAMPLE, NISSAN MOTOR CO., JAPAN'S SECOND LARGEST
AUTOMOTIVE MANUFACTURER (1977 PRODUCTION-
2.3 MILLION UNITS) RECENTLY ANNOUNCED THE
ESTABLISHMENT OF ITS OWN TRADING COMPANY, NISSAN
TRADING CO., LTD., TO HANDLE THE IMPORT OF AUTOMOTIVE
PARTS, COMPONENTS, AND MATERIALS. THE NEW TRADING
COMPANY HAS ASSUMED THE DUTIES OF NISSAN'S IMPORT

SECTION WHICH HAD BEEN SET UP IN 1974. THE COMPANY WILL COORDINATE OPERATIONS BETWEEN ITS TOKYO HEAD OFFICE AND LIAISON OFFICES IN DETROIT, AND BRUSSELS, BELGIUM.

2. IN PRESS RELEASE ANNOUNCING NEW COMPANY'S FORMATION, NISSAN LISTED SEVERAL AUTOMOTIVE COMPONENTS AND MATERIALS IT HAS ALREADY ACQUIRED OVERSEAS (SEE REF A) ADDING, FROM U.S. SOURCES, PELLET CATALYST FROM UOP INC., SEAT FABRIC FROM CHATHAM MANUFACTURING CO., AND SEALED BEAM LAMPS FROM GE.

3. ON MAY 1, PARENT COMPANY NISSAN ANNOUNCED THAT FROM MID-MAY IT WILL BEGIN TO IMPORT \$300,000 WORTH OF GM-MADE SEALED HEADLAMPS TO BE INSTALLED ON 40,000 NISSAN (DATSUN) 1979 MODELS WHICH WILL BE SHIPPED TO THE U.S. FROM MID-SEPTEMBER. NISSAN DESCRIBED THE TRANSACTION AS THE "FIRST ATTEMPT" BY A JAPANESE AUTOMAKER TO IMPORT AUTO PARTS ON "AN EXTENDED BASIS" FROM NON-AFFILIATED OVERSEAS AUTOMAKERS.

4. COMMENT: EMBASSY IS ENCOURAGED BY THESE INDUSTRY EFFORTS WHICH APPEAR TO HAVE THE FULL SUPPORT OF MITI (SEPTTEL) TO INCREASE THE U.S. UNCLASSIFIED

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CONTENT OF JAPANESE AUTOMOBILES. EMBOFF PLANS MEET SOON WITH NISSAN TRADING OFFICIALS TO GET THEIR SUGGESTIONS AS TO WHAT TYPES OF AUTOMOTIVE PART AND COMPONENT AND RELATED MANUFACTURERS MIGHT BE INCLUDED IN U.S. EXPORT DEVELOPMENT MISSION SCHEDULED TO VISIT JAPAN IN OCTOBER.

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